

Nomination: 19360

Redefining Meralco's Facebook Page to Empower and Engage Customers

Page: General Information
Name of Organization / Company Manila Electric Company
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Web Site Address
Page: Entry Information
Entry Title Redefining Meralco's Facebook Page to Empower and Engage Customers
Category V01 - V12 - Social Media > V03. Most Innovative Facebook Page
Submission Format An Essay of up to 625 Words

Essay

The pandemic has highlighted further the importance of social media marketing as the center of a company's communication strategy – and it's crucial for businesses to have a strong online presence that thrives in the "new normal".

For us in the communication frontlines of Meralco, the Philippines' leading power distributor, we are committed to keeping customers enlightened and empowered, and Facebook was seen as the most viable channel with 77.65 million users in the Philippines as of 2022.

Customers had different reasons for looking into Meralco on Facebook especially during the height of the pandemic, as our business centers were closed due to the community quarantine. The exponential relevance of social media in recent years likewise brought with it unique challenges that we must overcome:

- a. Fake news, misinformation, and lack of awareness about Meralco's products, services, and initiatives mislead our various audiences and destroy their trust in our brand
- b. The sheer volume of inquiries and complaints from more people who now have access to social media further hinders our capacity to address everyone's concerns in a timely manner

People also had different reasons to go into the platform:

- a. In 2019, Facebook's purpose was for people to find meaningful and personal connections
- b. In 2022, Facebook's purpose was for discovery

Meralco found an opportunity to re-strategize the Facebook Playbook according to our customers' changing behaviors, preferences, and informational needs for 2023. The strategy revolved around strengthening trust, while delighting people with a wide range of content that we hope they would find valuable and useful. Meralco recalibrated its strategy to focus on:

- a. Interest-based audience design

- While the Meralco customer base includes households from all walks of life, the team took a deep dive at the comments on social media channels
- The team identified audience profiles based on demographics, digital behavior, interests and their common informational needs
- The team aimed to drive value by implementing a proactive service model and providing comprehensive, timely communications on the moments and issues that matter

- b. Addressing customer pain points through content

- Monitoring relevant conversations with customers through Salesforce's social listening tool and an on-call agency,
- Identifying opportunities through a data-driven approach that helped us understand audience needs, and release content to manage sentiment, especially on Facebook,
- Enlightening customers through "Guess Watt," a series of proactive posts aimed to educate them about electricity; and "Current Info," to answer customers' frequently asked questions (FAQs) about Meralco,
- Creating strategies to provide on-demand experience, revolving around relevancy, accessibility, and immediacy, especially on Facebook.

As we aimed to build customer trust, improve public perception, and humanize the brand through interaction and engagement, Meralco strove to ensure that the Facebook page provided near real-time and credible information regarding electricity updates, and that it communicated our initiatives to the right people. With these in mind, in 2023 we achieved:

- a. Higher organic reach of +33% vs 2022.
- b. Higher boosted reach from 63 million in 2022 to 200 million in 2023. We implemented an "Always On" boosting strategy to ensure that our communication initiatives reached as many customers as possible.
- c. Higher average reach for Always On posts at 564k in 2023 vs 191k in 2022. There were 2x more marketing initiatives and posts compared to service announcements vs 2022.
- d. Maximized the channel's different real estate in 2H2023 which resulted to:
 - 6M Total Reach for 218 Stories
 - 3.9M Total Reach for 11 Reels

As we traverse the new normal, it is Meralco's responsibility to be the beacon of light for its communities. On our end, by placing the customer at the virtual heart of everything we do, we are ready to respond, help, and serve excellently, with agility and sensitivity.

For this category please provide

An essay of up to 625 words describing the innovations expressed through the nominated channel, feed since July 1 2021 (or the innovative achievements of the nominated person, for categories V10 - V12), **OR** a video of up to five (5) minutes in length illustrating the same.

Up to 10 supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. These may include video clips, photographs, press reviews, news articles, and so on.

Credits

Edeliza Lim - Head of Marketing, Customer Solutions, and Product Management

Ivan Bautista - Head of Social Media

Angielene Cabasag - Marketing Associate

Jose Miguel Ramos - Marketing Associate

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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